



For Inspiration and Recognition of Science and Technology (FIRST)

Team San Diego

**NEWS
RELEASE**

**For Immediate Release
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49 High School Teams Build Robots to Play “Soccer” San Diego Regional FIRST Robotics Competition (FRC) – FREE Admission

- Event:** Supported by elected officials, community groups, educational leaders, and corporate leaders, 49 high school teams will be participating in the 4th Annual San Diego Regional FIRST Robotics Competition (FRC) on March 4-6, 2010 at the San Diego Sports Arena.
- Background:** In 1989, accomplished inventor Dean Kamen, along with MIT Professor, Dr. Woodie Flowers, founded *FIRST* (For Inspiration and Recognition of Science and Technology) to inspire an appreciation of science and technology in young people. Based in Manchester, New Hampshire, FIRST designs accessible, innovative programs that build self-confidence, knowledge, and life skills while motivating young people to pursue education and careers in science, technology, engineering, and math. With support from three out of every five Fortune 500 companies and nearly \$12 million in college scholarships, the not-for-profit organization began with 28 teams and a single 14-by-14-foot playing field in a New Hampshire high school gym. Today, more than 20 years later, FIRST will host forty-three regional competitions in the U.S., Canada, and Israel, plus seven district competitions and one state championship in Michigan which will lead up to the 2010 *FIRST* Championship at the Georgia Dome in Atlanta, April 15-17. Over 1,800 teams – including 278 rookie teams – will participate. One core value that FIRST espouses is the principle of Gracious Professionalism™, a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. Moreover, FIRST is more than building robots and playing a game. In fact, at the Kick-off on January 9, 2010, Dr. Woodie Flowers inspired everyone when he said, “This thing we’re launching today is not about building a robot, it’s about changing society.”
- Vision:** Through this venue students can change society as they discover how interesting and rewarding the life of engineers and researchers can be, demonstrate the philosophy of "gracious professionalism," practice conflict resolution, and become excited about the learning process. Students, assisted by mentors, staff, and community volunteers, create videos, design and maintain a website, market “robot” promotional materials, write press releases, news articles, and journal entries, design team shirts, buttons, and the "pit area," raise funds, solicit corporate sponsorships, gain support from businesses, civic leaders, and community groups, perform community service, recruit new teams, and spend 6 weeks designing and building a robot (out of a common set of parts) that is remote-controlled and meets given specifications.
- Date/Time:** March 4-6, 2010
8:00 a.m. – 5:00 p.m.
- Location:** San Diego Sports Arena
3500 Sports Arena Blvd., San Diego, CA 92110
- Visuals:** 49 uniquely designed robots weighing up to 120 lbs. randomly placed in alliances of 3 robots
A playing field where robots play a “soccer” game entitled “Breakaway”
Inspectors performing inspections / Animated announcers conducting games
Team members, dressed in their team shirts, available for questions and interviews, in their Pit areas
Mascots, San Diego Border Patrol P.R.I.D.E. Unit, awards ceremonies, music, cheering sections and more
- Websites:** www.usfirst.org
<http://regional.sandiegorobotics.com/>
<http://www.youtube.com/watch?v=qbA33dX127E> or type in 2010 Breakaway Robotics Utube Video & click search